

Message Text

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TO AMEMBASSY THE HAGUE
INFO AMEMBASSY BRUSSELS
AMCONSUL AMSTERDAM
AMCONSUL ROTTERDAM

UNCLAS STATE 309137

E.O. 11652: N/A

TAGS: BEXP, NL, BE

SUBJECT: FY-1978 COUNTRY COMMERCIAL PROGRAM-NETHERLANDS

REF: (A) THE HAGUE 2079 (B) USDOC 12751A (C) STATE 292385

1. THE FOLLOWING OBSERVATIONS AND RECOMMENDATIONS REFER TO THE PRELIMINARY FY-1978 C.C.P. INPUTS SUBMITTED PER REFTEL (A) IN RESPONSE TO STATE 054879 AND ARE PROVIDED AS GUIDANCE TO ASSIST THE POST IN FORMULATING ITS DRAFT CONTRIBUTION TO THE FY-1978 PROGRAM.

2. POST PROPOSAL IN REFTEL (A) TO ALLOCATE 32 PERCENT OF AVAILABLE PERSONDAYS TO SPECIAL EFFORTS INCLUDING PRIORITY
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CAMPAIGNS IN FY-1978 APPEARS QUITE REALISTIC. WHILE POST'S AIM TO COVER ALL BUT ONE OF TARGET INDUSTRIES IN THEIR PRIMARY OR SECONDARY PROMPTION PERIODS IS HIGHLY DESIRABLE, WE ARE INCLINED TO BELIEVE THAT TO ASSURE ADEQUATE CAMPAIGN EFFORTS, NO MORE THAN SIX CAMPAIGNS OUGHT TO BE MOUNTED.

3. AS POST AWARE, WE ARE CONTINUING TO PRESS FOR A TYPE I EXHIBITION AT PETROTECH '78. ON THE ASSUMPTION THAT NECESSARY RESOURCES WILL BE MADE AVAILABLE, WE SUGGEST UPGRADING CHEMICAL AND PETROCHEMICAL PROCESSING EQUIPMENT TO A PRIORITY CAMPAIGN AND INCORPORATING POLLUTION CONTROL EQUIPMENT AND PROCESS CONTROL INSTRUMENTATION INTO THIS CAMPAIGN.

4. WE HAVE PROPOSED THREE BUSINESS INFORMATION OFFICES (B.I.O.'S) FOR FY-1978 FOR THE NETHERLANDS WHICH WOULD RECEIVE USDOC FUNDING AND YET LEAVE THE POST FREE TO ADAPT B.I.O. TO PROVEN B.D.D. FORMAT. B.I.O.'S COULD BE ADDED TO PROMOTION EVENT SCHEDULE FOR FY-1978 OUTLINED IN REFTEL (B). FOLLOWING POST'S PRELIMINARY C.C.P. RECOMMENDATIONS AND BEST PROSPECTS LISTING OF NOVEMBER 12, 1976, WE SUGGEST POST CONSIDER B.I.O.'S FOR BUSINESS EQUIPMENT AND SYSTEMS; AUTOMOTIVE PARTS, ACCESSORIES AND GARAGE EQUIPMENT; HEALTH CARE EQUIPMENT AND SUPPLIES.

5. PER REFTEL (B), A COMMUNICATIONS EQUIPMENT TRADE MISSION TO BENELUX AND YUGOSLAVIA IS CURRENTLY SCHEDULED FOR APRIL 1978. AMEMBASSY BRUSSELS HIGHLY SKEPTICAL OF VIABILITY THIS THEME, AND WE NOTE ABSENCE THIS PRODUCT CATEGORY IN LATEST BEST PROSPECTS LISTING FOR THE NETHERLANDS. REQUEST POST CONSIDER PORT AND HARBOUR EQUIPMENT AS ALTERNATE. THIS THEME HAS PROVED EXTREMELY RECEPTIVE TO PROMOTION VIA TRADE MISSIONS IN GREECE, ITALY, YUGOSLAVIA, ESPECIALLY WHERE PORT AUTHORITIES GAVE THOROUGH BRIEFINGS, THE CONTINUOUS EXPANSION OF ENTREPOT TRADE THROUGH ROTTERDAM AND ANTWERP INDICATES POSSIBLE BENEFITS
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OF MAKING THIS A PRIORITY CAMPAIGN IN FY-1978.

6. PER REFTEL (B), WE INTEND TO PROMOTE SECURITY EQUIPMENT LAB INSTRUMENTS EQUIPMENT AND CONSUMER GOODS IN THE NETHERLANDS IN FY-1978, SO POST MAY WANT TO KEEP THESE AS PRIORITY CAMPAIGNS. WE SUGGEST RETAINING AS SPECIAL POST EFFORTS AUTOMOTIVE, HEALTH CARE, BUILDING AND CONSTRUCTION, COMPONENTS AND PRODUCTION TEST EQUIPMENT FOR THE ELECTRONICS INDUSTRY. IF PROSPECTS FOR DUTCH CONSTRUCTION INDUSTRY APPEAR BLEAK IN VIEW OF LENGTHENING PAUSE IN EUROPE'S INDUSTRIAL RECOVERY, POST MAY WISH TO PROPOSE ALTERNATE THEME FOR USDOC CATALOG SHOW.

7. WE CONCUR WITH PROPOSED INITIATIVES "F" THRU "K" IN REFTEL (A). IN KEEPING WITH OVERALL OBJECTIVE OF CONCENTRATING MAJOR POST EFFORTS IN SIX CAMPAIGNS, WE SUGGEST REMAINING THEMES PROPOSED BY POST IN REFTEL (A) EITHER BE INCORPORATED UNDER ITEMS "F", "G", OR "J", OR

BE DEFERRED UNTIL FY-1979, NAMELY - COMPUTERS, GRAPHIC
ARTS, FPP, ENERGY AND CHEMICALS.

8. THE LEVEL OF INPUT TO THE FTI CONTINUES TO BE RATHER
LOW, EVIDENTLY BECAUSE PRODUCTION OF WTDRS HAS BEEN SLACK
DURING RECENT ECONOMIC RECESSION. WE COMMEND TO POST
THE POSSIBILITY OF ACTIVELY STIMULATING THE NUMBER OF
ON-GOING PROSPECT INFORMATION REPORTS AND INCLUSION OF A
SPECIAL REPORT IN THE DRAFT C.C.P.
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